MicroStrategy®

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Huntington National Bank is the major banking component of Huntington Bancshares, Inc., of Columbus, Ohio. Huntington Bancshares is a $56 Billion regional bank holding company that provides retail and commercial banking services in 6 Midwest and Mid-Atlantic states. Huntington has over 700 branches and 1400 ATMs, with over 11,000 employees.

IT capital constraints and dispersed legacy tools

Huntington National Bank has a small IT department staffed by three people. Business intelligence was performed through the use of an array of Excel reports. The current Excel-based system required a week per month to produce reports. Changes frequently required re-working previous month's reports to conform to the changes in procedure or hierarchy. Huntington employed the use of other business intelligence tools but lacked the funds to support a more extensive business intelligence operation. The current IT budget was "tiny" and precluded paying for any new IT assets.

Huntington was faced with very strict data security rules and regulatory requirements and the IT department had a limited amount of time for development and testing of new solutions. Adding to the challenge, the bank was burdened with legacy systems and had no means of presenting background data on the fly in the field. In addition to archaic legacy systems, Huntington had a collection of rogue Access databases located on desktop machines of individual users that were not part of the IT group. There was no single source of data for any specific function. As a result, the bank had unrelated dashboards using different data from a variety of databases and dashboards that consolidated other dashboards.

Empowering the business user

MicroStrategy Cloud was the only business intelligence solution that could meet Huntington's needs while remaining cost effective. With the help of MicroStrategy Professional Services, Huntington's in-house IT was easily able to implement MicroStrategy Cloud. Through the use of the MicroStrategy Analytics Platform, users were provided with consolidated access to a diverse range of databases and the ability to drill down to underlying data.

Company:

Huntington National Bank

Applications:

[Application]

" *We needed something that was quick, something that was cheap something that we could get support for outside… We were leaning MicroStrategy, and we liked MicroStrategy, so we decided to go that route"*

– Dean Menzie
  IS Application Manager
  Senior, BI Manager
  Huntington National Bank

The MicroStrategy implementation allows Huntington National Bank to empower its business users with the data and tools they need to create dashboards and reports without IT. Through the use of MicroStrategy, the Huntington BI department was able to speed up monthly reporting from requiring a week to providing reports on users tablets the following morning.

A cost effective solution

Since Huntington National Bank began using MicroStrategy, the company has realized a number of significant benefits:

- Improved visualization and reporting. Bankers can now see their metrics and performance information across customers, for individual customers, by customer type and in a variety of ad hoc presentations. End users can now create their own reports for specific requirements, and their own dashboards to meet individual needs.

- Reduced Costs. Operational efficiencies stemming from better and more flexible reporting, and the elimination of reliance on informal and redundant databases realized an immediate cost reduction of over $200,000, with more on the horizon.

- Greater Agility. Monthly reports are now delivered overnight rather than taking a week to produce; detailed information is now available in real-time rather than requiring additional monthly reports and the resulting delays.

The MicroStrategy Cloud solution was rolled out first in the marketing department and with the commercial banking operation to an enthusiastic reception. Users have been able to integrate existing data sources providing a single version of truth across multiple views for their varied requirements. Costs have been reduced, efficiency has improved, and users in areas where MicroStrategy has been implemented enjoy greater flexibility and competitiveness.

MicroStrategy Cloud allowed Huntington to do all of this without any significant capital expenditure.

Before MicroStrategy

- Inconsistent sources of data, many of which were maintained outside of the IT department
- Lack of agility in reporting, information sharing and meeting changing needs
- Need for data visualization, reporting, and access to supporting data

Goals

- Lower the cost of BI while increasing capabilities
- Provide complete information delivery capabilities
- Simplify the BI and analytic landscape and retire legacy tools

After MicroStrategy

- Enhanced data visualization through dashboards, reports and drill-downs using self-service capabilities
- Elimination of redundant databases and legacy tools and software leading to a reduction in costs
- Improved reporting agility and information delivery using information consolidation and greater efficiency in reporting